

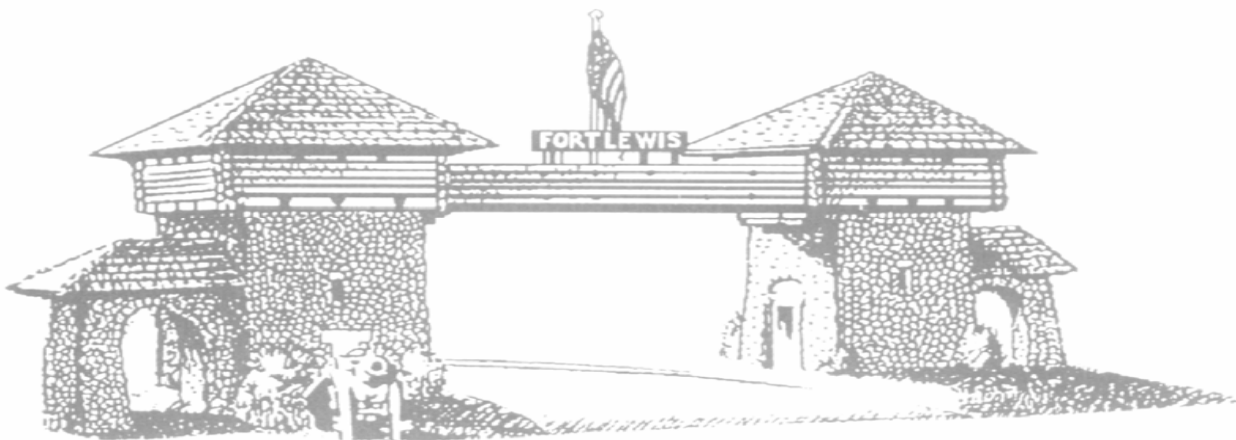
# ***Pardner Up, Feller***

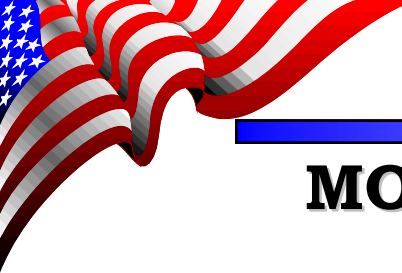
## ***Or Marketing MWR***

### ***At Fort Lewis***

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**Ms. Jennifer Britos**  
**MWR, Director of Marketing**



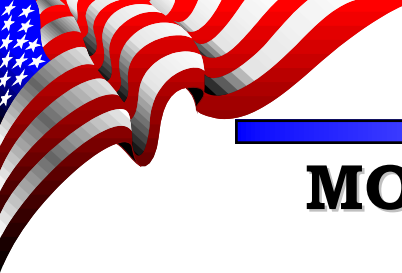


# **MORALE, WELFARE AND RECREATION**

## **Mosey Over Yonder**

- I. Ride for the Brand**
- II. Biggest Toad in the Puddle**
- III. Code of the West**
- IV. Ridin' Drag, Flank, or Point**
- V. Barkin' at a Knot**
- VI. Trailing Cattle**





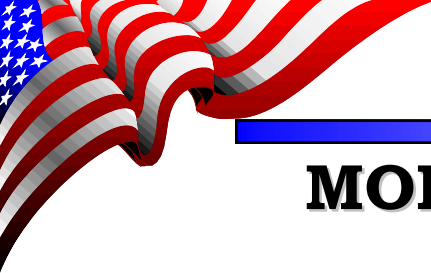
## MORALE, WELFARE AND RECREATION

Ride for the Brand  
(Who We Serve)

Cowboys	=	Soldiers
Buckaroos	=	Families
Cowpokes	=	Retirees
Bandits	=	Civilians
Galoots	=	MWR
Indians	=	Local Community
Posse	=	CFSC, IMA, DA



MWR exists because the Army is committed to the well-being of the community of people who serve and stand ready to defend the nation.



## MORALE, WELFARE AND RECREATION

Biggest Toad in the Puddle  
(What Makes Us Special)



"Better Opportunities for Single Soldiers"

Nelson Recreation Center



Northwest Adventure Center



Especially Espresso

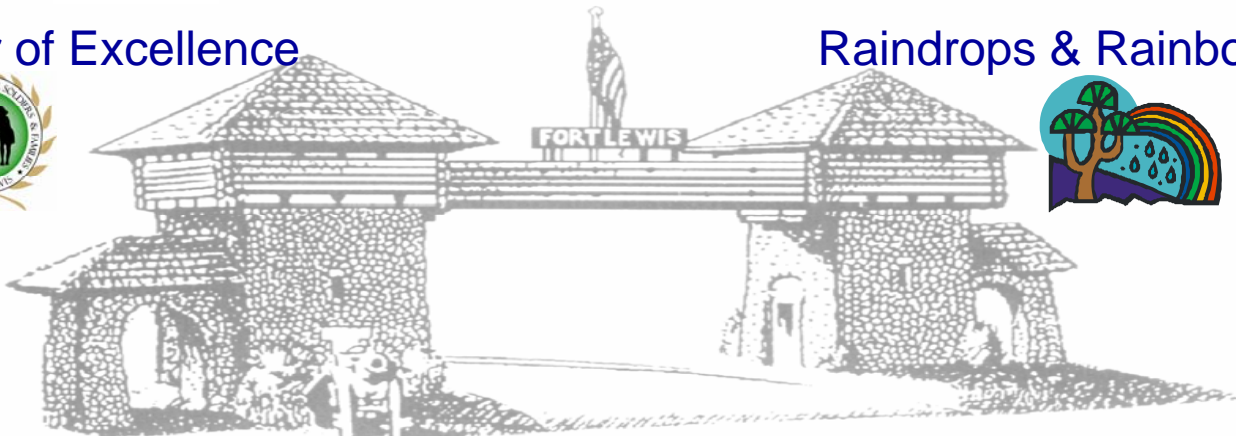
Jensen Family Fitness

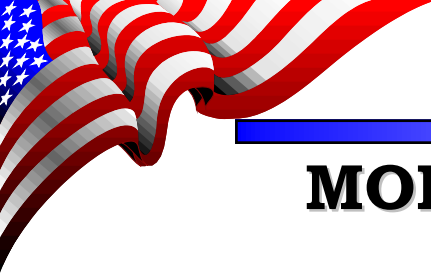


Center of Excellence



Raindrops & Rainbows



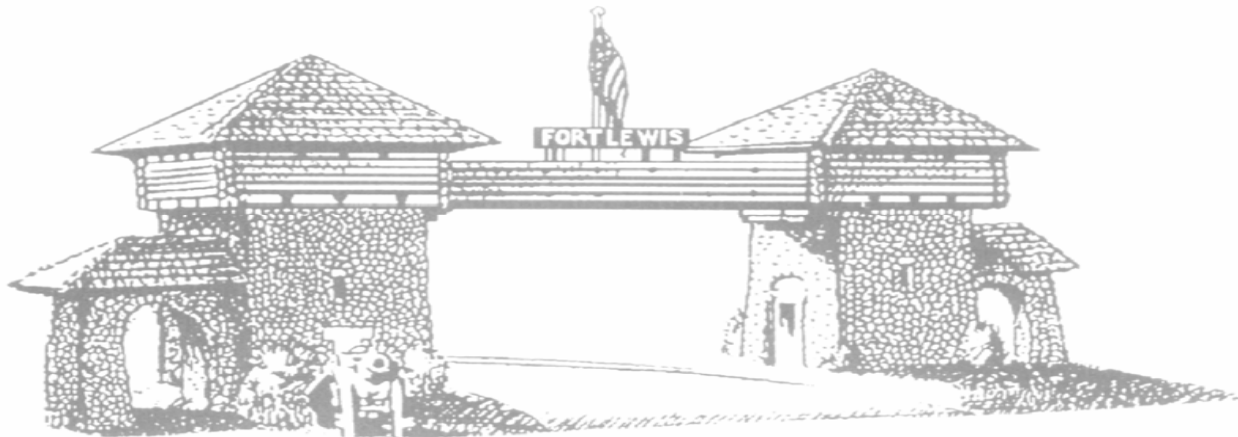


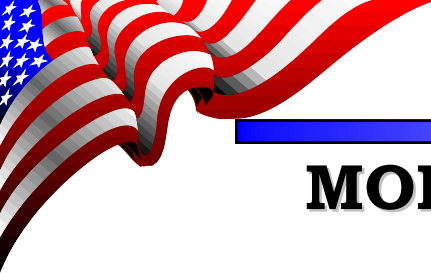
# **MORALE, WELFARE AND RECREATION**

## **Code of the West**

**(When to Plan for the Future)**

One Year:	Notions & Nuggets = Calendar of Events & Budgets
Six Months:	Cut a Path = Sponsorship Requests
Three Months:	Bee in Yer Bonnet = Marketing Plan
Monthly:	Skeedaddle = Cross Promotion Plan
Weekly:	Boot Scoot = Feedback





# **MORALE, WELFARE AND RECREATION**

Ridin' Drag, Flank, or Point  
(Where to Focus Efforts)

Chuckwagon = Media:

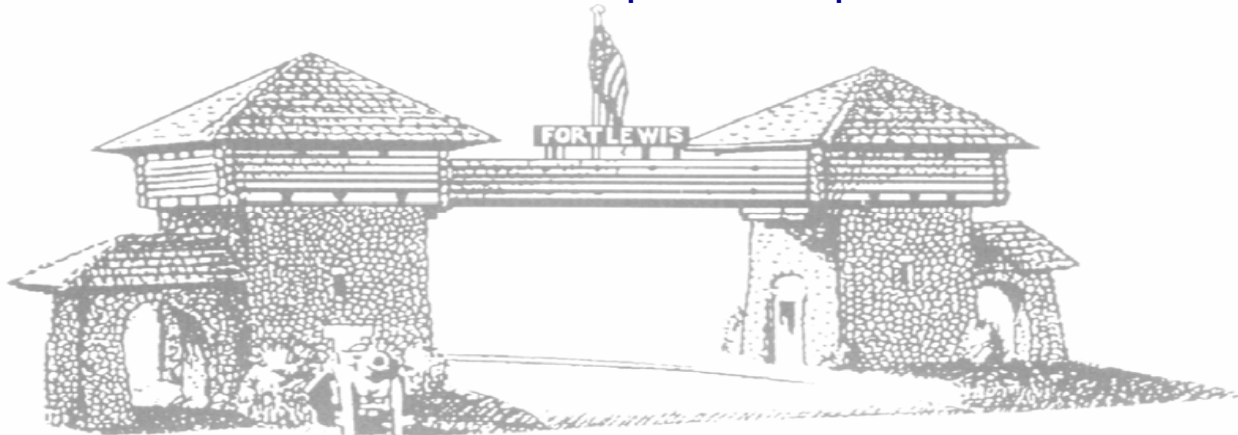
Vittles = Electronic – Empower Your Web (.mil and/or .com)

Fixins = Print & Miscellaneous

Gather 'Round the Campfire = Research & Feedback

Lassos & Hog-ties = Advertising & Promotion

Amigos con Dinero = Commercial Sponsorship







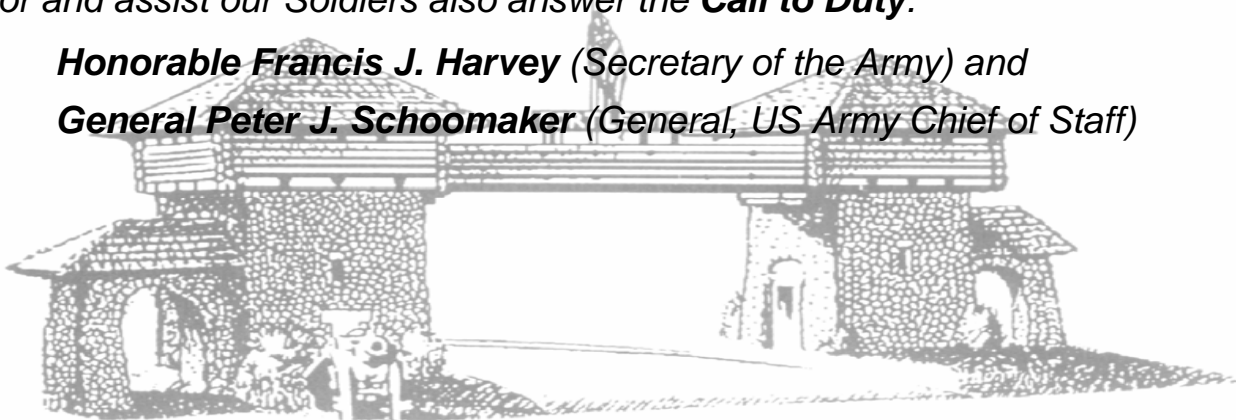
## MORALE, WELFARE AND RECREATION

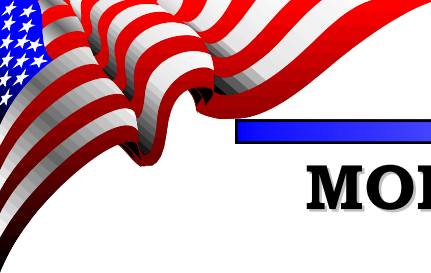
### Barkin' at a Knot (Why Do Anything At All)

#### What is the benefit of MWR (*WIIFM*)

**Soldiers are the Army...** *Living and personifying the ideals of the Warrior Ethos, our Soldiers are on duty, around the world and at home, to protect the Nation and the society they serve. For these reasons, Soldiers are our Centerpiece. Our Soldiers continue to answer the **Call to Duty**, as they have done for over 230 years. The most potent weapon in the long struggle against terror will be our brave men and women in uniform. These Americans represent the finest the Nation has to offer. Those who honor and assist our Soldiers also answer the **Call to Duty**.*

**Honorable Francis J. Harvey** (Secretary of the Army) and  
**General Peter J. Schoomaker** (General, US Army Chief of Staff)





# MORALE, WELFARE AND RECREATION

## Trailing Cattle

### (How to Execute Plans)

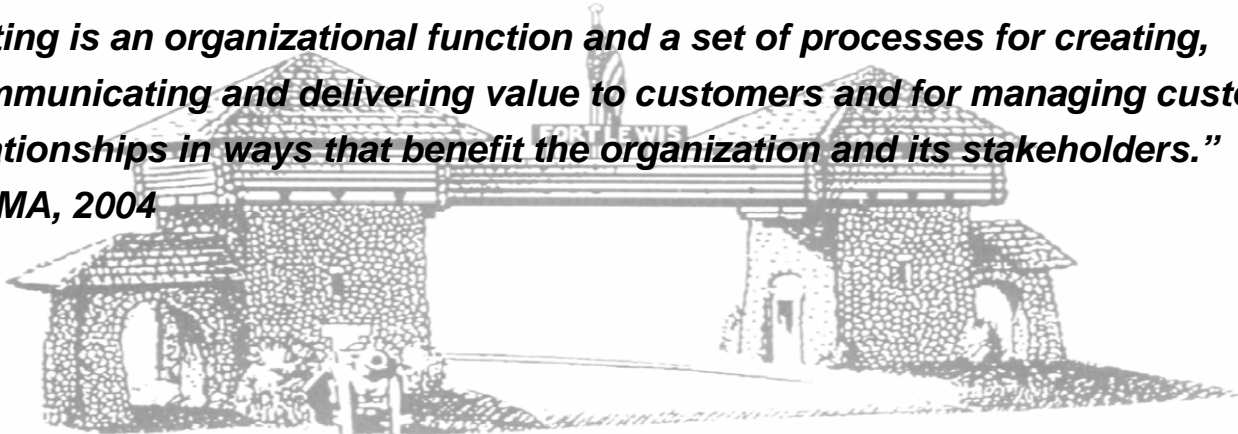
Ask patrons what they hanker fer THEN fetch it for them

Stompin' Ground = Competitive Analysis (internal/external options)

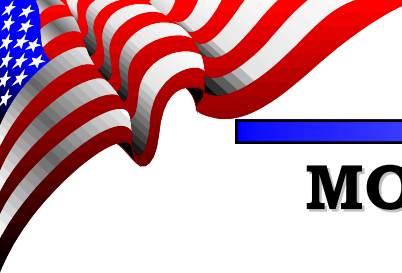
Set a Spell = Collaborate with Divisions - Make time to meet regularly

Branding - Use logos consistently to protect the integrity of programs  
& build mutually beneficial relationships with patrons

***“Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.”***  
– AMA, 2004







# MORALE, WELFARE AND RECREATION

